

ABSTRACT

Facilitating access to an online sales channel may involve receiving information describing one or more items for sale by each of multiple sellers, facilitating a sale of the items through one or more online sales channels, and facilitating fulfillment of sold items through one or more fulfillment centers controlled by a connection provider. At least one fulfillment center is operated with respect to the sold items according to one or more parameters tailored to a common feature of the sold items.